

7th Annual National Conference of College Broadcasters

exchange



Students • media • ideas

1994

National Association of College Broadcasters



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some student stations get what's coming to them	



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everything you've always wanted to know but were afraid to ask...	



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what's going on where.	



Welcome to Providence...

... and welcome to the Seventh Annual National Conference of College Broadcasters! We are confident that you will leave Rhode Island inspired by what you have absorbed, re-energized to take on challenging issues, and informed about the media world should you enter it for your career.

The National this year features 90 sessions by a broad and impressive array of speakers from across the media spectrum. Topics range from news and ethics to fundraising and sales, from radio production to TV development, from marketing and publicity tips to legal and engineering advice. You will recognize many of the panelists' names and session topics, but we hope that you will explore areas you do not know much about because — like the media industry itself — the wealth of information and expertise here is vast. National attendees are approachable — collect business cards and follow up after the conference. You never know where it might lead one day.

We are particularly excited about a new series of sessions at the National entitled "Technology Frontiers". Covering the uses of multimedia technology and methods of communication, we intend to share our driving experiences on the Information Superhighway.

On that road, we are honored to have our keynote address by Dana Atchley. Dana embodies the experiences of all media in his digital video storytelling — a "high-tech shaman" — while retaining a great concern for the manipulation of the technology. Yet the technology Dana does employ is impressive because it allows him a freedom in performing which flows and reacts to the audience. As he tells his stories, they come to life in images, motion, and emotion.

NACB is also proud to present the 4th Annual National College Radio Awards and the 4th Annual National College TV Programming Awards in a gala ceremony on Saturday night. Each year we are impressed by the quantity of quality student productions, as are the professional judges and sponsors who recognize with us the excellence of student works.

After the awards, we invite everyone to mix and mingle at the Europe Underground Video Dance Party. Before you return home, don't miss Sunday's Food for Thought Roundtables to discuss last minutes thoughts with new found friends.

The National '94 is designed to bring forth from professionals, faculty and students a range of information from the operational basics to the future of new media. In fact, our theme this year "Exchange: Students, Media, Ideas" emphasizes that it is the contact between members of the association — their interaction and exchange of ideas — that is of paramount importance to the student electronic media community. Let's take advantage of our time together.

Mark, JoAnn, Kelley and Kristine
NACB Directors



REGISTRATION + INFORMATION

Thursday 12pm-6pm; Friday 9am-6pm; Saturday 9am-6pm

Registration in the pre-function space outside Exhibit Hall D is the center of NACB's conference operations during the National. To find out information about NACB services or to leave messages for other attendees, please see a conference staff member at the the NACB booth in the Exhibit Hall.

YOUR BADGE

Your badge is your ticket to every conference event this weekend. Do not lose it! Display it prominently at all times. Badges are non-transferable.

ALCOHOL POLICY

The drinking age in Rhode Island is a strictly-enforced 21 years of age. You will be carded at bars and clubs during your stay in Providence.

PARKING

All attendees may use Providence street parking during the day. In addition, parking is available at the area hotels for guests as well as at the Convention Center itself.

RHODE ISLAND CONVENTION CENTER POLICIES

The Convention Center is a non-smoking facility. We ask for your cooperation in following this and other guidelines posted in the Convention Center.

run for NACB's executive board...

In addition to providing leadership and vision, there is a commitment of 4 to 8 hours per week required toward regular Board work and special projects. This includes:

- i. Participation in bi-monthly Board conference calls.
 - ii. Attending two Board meetings in person in the spring and summer, and the NACB National in the Fall.
 - iii. Promoting and attending regional conferences.
 - iv. Serving as a regional representative to members.
 - v. Assuming at least two areas of Board responsibility or Board projects.
- Find out more by inquiring at the NACB Info Booth, or attending the NACB Executive Board Session on Thursday at 5 PM in Session Room 554B. Deadline is 5 PM on Thursday at the Registration table.

... or meet the candidates!

Thursday at 6PM in Session Room 554B.

This is your chance to talk at length with those who are running.



SCHEDULE

<i>track</i>	<i>2 → 2:55 pm</i>	<i>3 → 3:55 pm</i>
ELECTRONIC JOURNALISM <i>rm. 558</i>	Student News: Identifying Challenges	Student News: Finding Solutions
FACULTY <i>rm. 557a</i>	Faculty Meet + Greet	Tenure Issues
IT'S THE MUSIC BIZ <i>rm. 555a</i>	Music Directors: Meet + Greet	DJ rap
MANAGEMENT: RADIO <i>rm. 555b</i>	Radio GMs: Identifying Challenges	Starting a Student Radio Station
MANAGEMENT: TV <i>rm. 556b</i>	TV GMs: Identifying Challenges	Starting a Student TV Station
NACB <i>rm. 554b</i>	Regional Involvement with NACB	U Network Affiliate info
PROMOTIONS <i>rm. 554a</i>	Promotions: Identifying Challenges	Sales: Identifying Challenges
STATION TOURS <i>registration area</i>	Teleconference tour	Student TV tour
TV PRODUCTION <i>rm. 556a</i>	Student TV Production: Identifying Challenges	Screening: Part 1

THURSDAY



4 → 4:55 pm

5 → 5:55 pm

conference schedule at a glance

THURSDAY

- session 1 2 – 2:55 pm
- session 2 3 – 3:55
- session 3 4 – 4:55
- session 4 5 – 5:55

FRIDAY

- session 1 10 – 10:55 am
- session 2 11 – 11:55
- lunch noon – 2 pm
- business meeting 2 – 3:15
- session 3 3:30 – 4:45
- session 4 5 – 6:15

SATURDAY

- keynote 10 – 12 am
- lunch noon – 2 pm
- session 1 2 – 3:15
- session 2 3:30 – 4:45
- session 3 5 – 6:15
- awards 7:30 – 10

SUNDAY

- food for thought brunch 9:30 – noon

Student Sports:
Identifying Challenges

Student Sports: Finding
Solutions

Media Curriculum

Student Station Advisors

Religious Broadcasters
Meeting

Country Programmers
Meeting

From cc to broadcast

Women in Media Meeting

Outlets for Student TV

New Media

The College Radio
Cooperative

Executive Board
Introduction

Marketing Basics

Fundraising

Student Station tour:
Radio

Station tour: TV

Screening: Part 2

Screening: Part 3



SCHEDULE

<i>track</i>	<i>10 → 10:55 am</i>	<i>11 → 11:55 am</i>
ELECTRONIC JOURNALISM <i>rm. 558</i>	Careers + Resources	Careers + Resources
IT'S THE MUSIC BIZ <i>rm. 555a</i>	Music Licensing: Radio	Music Licensing: TV
MANAGEMENT <i>rm. 555b</i>	Surveying Your Audience	Surveying Your Audience: Focus groups
PROMOTIONS <i>rm. 554a</i>	NWF and Student Media	NWF and Student Media
RADIO PRODUCTION <i>rm. 556b</i>	WHRU Radio Theatre Demonstration	WHRU Radio Theatre Demonstration
SALES + UNDERWRITING <i>rm. 554b</i>	The Media Kit	Sales Strategies
TECHNOLOGY FRONTIERS <i>hall D</i>	CD-ROM Development: Copyrights, Ethics + Privacy	Video Graphics + Set Design
TV PRODUCTION <i>rm. 556a</i>	Networks + Networking	Networks + Networking

**Technology Frontiers Overview:
An Introduction to MultiMedia on the Net**

FRIDAY, 9:15-9:45AM EXHIBIT HALL

FRIDAY



l u n c h : n o o n 2 p m

NACB annual business meeting 2 → 3:15pm

3:30 → 4:45 pm

5 → 6:15 pm

Tips + Tricks for
Interviewing

Media + Politics

Music Trades

Working with Your
Video Rep.

High School +
2 year schools

Power Communication

Getting Press

PR for Small Stations

Radio Talk Shows

News Production

Presentation on sales

Tying Sales
and Promotions

Desktop Video in
Professional Film + Video

The Promise:
Interactive TV

Program Development

On Air TV Promos

*Exhibition open
friday and saturday
from 9am to 5pm*



SCHEDULE

track

ELECTRONIC JOURNALISM

rm. 558

IT'S THE MUSIC BIZ

rm. 555a

MANAGEMENT

rm. 555b

PROMOTIONS

rm. 554a

RADIO PRODUCTION

rm. 556b

SALES + UNDERWRITING

rm. 554b

TECHNOLOGY FRONTIERS

hall D

TV PRODUCTION

rm. 556a

keynote: Dana Atchley 10am → noon

lunch: noon → 2pm

2 → 3:15 pm

Content + Ethics in News

Working with Your Record Rep.

Manager's Meeting: TV

Educating Your Audience

Producing a Better Aircheck

Ask a Lawyer: Underwriting + more

Interactive Cinema, Exhibition + Distribution

Documentary + Independent Programming

SUNDAY

SATURDAY



3:30 → 4:45 pm

5 → 6:15 pm

Importing World News Coverage

Cultural Influences on News + Media Saturation

The Music Meeting

Careers + Resources

The First Amendment, FCC + Media

Manager's Meeting: Radio

Sample Promotions



Sports Production

Hub City Radio Presentation

Sales Creativity



Futures Lab Roundtable

Demonstration of Internet Services

Comedy Programming

TV Talk Shows

awards ceremony 7:30 → 10pm

featuring performances by Dana Atchley and Emergency Broadcast Network (EBN)

food for thought brunch 9:30 → noon
at the Omni Biltmore Hotel

**THURSDAY 2PM****Student News: Identifying Challenges**

News: a common ground in student radio and TV. This time will allow for introductions and a frank discussion among student producers about the challenges in student-produced news programming.

*Drew Jacobs, Operations Manager
WZBC-FM/ Burlington Cmty. College*

Faculty Meet + Greet

This annual get-together covers various issues pertaining to the unique positions of faculty/staff advisors of student stations, as well as curriculum, tenure and promotion issues. Bring plenty of ideas and business cards to share.

Nancy Kaplan, Faculty, Hofstra U.

Music Directors: Meet + Greet

Discuss with peers the responsibilities of a student program director and a music director. Problems ranging from music theft to product servicing are common areas where brainstorming really helps.

The Cannibal, Metal Music Director, WXIN

Radio GMs: Identifying Challenges

What are the challenges for a student radio station GM? Plenty! Discuss staff recruitment, volunteer concerns, working with administration, handling budgets, your station handbook, and working with advisors in this session.

*Vic Michaels, General Manager
WGAO-FM/ Dean College*

TV GMs: Identifying Challenges

Lights, cameras and — problems. Don't let challenges interrupt your action! Discuss staff recruitment, volunteer concerns, working with administration, handling budgets, your station handbook, and working with advisors in this session.

*Maeve Richmond, Station Manager
BTVI Brown U.*

Regional Involvement with NACB

Get connected with other stations in your area. While NACB is a national resource for student electronic media, we can help you to improve relations with other student operations to learn directly from one another.

Kate Alson, WMUA-FM/ UMass-Amherst

Promotions: Identifying Challenges

The best way to let people know about your station is to promote it. But how? Meet with other promotions and marketing managers to converse about basics and bashes.

*Ben Omeier, Graduate Assistant
WERS-FM/ Emerson College*

Teleconference Tour

Tour Brown University's telecommunications facility, including a look at their teleconference and PictureTel capabilities. Meet in the registration area.

Student TV Production: Identifying Challenges

There's the equipment, the staffing, the structuring and more — all of which is necessary for quality productions. Improve your work by improving your organization.

*Josh Greene, Station Manager
BTVI SUNY-Binghamton*

THURSDAY 3PM**Student News: Finding Solutions**

Let's take the challenges and turn them into solutions. Brainstorm about ideas, share experiences and exchange business cards with other student producers.

*Drew Jacobs, Operations Manager
WZBC-FM/ Burlington Cmty. College*

Tenure Issues

Faculty and staff for student media are encouraged to join this session to talk about their school's requirements for promotion and tenure, with special emphasis on evaluating creative work in the review process.

*Dan Panici, Faculty Advisor
TV-10/ Berry College*

DJ rap

Covering other shifts, pulling overnights, learning the production board, contributing to station promotions, finding the right headphones. Use your talking talents to introduce yourself and your solutions to other DJs nationwide.

*Heartless Jim
Urban Music Director/ General Manager, WXIN*



Starting a Student Radio Station

Starting up a college radio station, or taking the reins of a struggling station? Then this is not a session to miss! Talk with a station member with plenty of answers and a current college student who started a high school station.

Kate Alson, WMUA-FM/ U. Mass-Amherst

Michael Black, General Manager, WEOS-FM/ Hobart + William Smith College

Starting a Student TV Station

Translating a love of producing TV shows into starting a student TV station can be more than a difficult task. This session will cover potential start-up obstacles as well as sorting priorities and tasks.

U Network Affiliate info

U Network® has undergone a tremendous transformation since its inception in 1989. All U Network affiliates are encouraged to attend this meeting to discuss programming and other concerns.

*Josh Greene, Station Manager
BTVI SUNY-Binghamton*

Sales: Identifying Challenges

Taking a station from no sponsors to many sponsors sounds daunting, especially for stations starting out in the sales arena. But perseverance pays off. Learn from one another how to turn your dedication for the station into revenue generation.

*Vic Michaels, Operations Manager
WGAO-FM/ Dean Jr. College*

Screening: Part 1

The first in three hours of screenings and critiques of student produced works, moderated by other student producers. Bring your tape along!

THURSDAY 4PM

Student Sports: Identifying Challenges

Sports coverage: a standout aspect of student programming. This time will allow for introductions and a frank discussion among student producers about the challenges in student-produced sports programming.

Michael Black, General Manager, WEOS-FM/ Hobart and William Smith Colleges
Michael Petraglia, SportSound

Media Curriculum

Will education meet the needs of students graduating into a new era of communications and media? Faculty and staff are invited to discuss current course curricula and ideas for the next millennium.

Tony Silvia, Faculty, U. of Rhode Island

Religious Broadcasters Meeting

This seminar will allow for a frank discussion of religious programming at student and commercial station outlets.

Gordon Marcy, General Manager, WEZE-AM

From cc to broadcast

Upgrading from cable, closed-circuit or carrier current is no easy job. Discover the engineering and legal complications you will undoubtedly face, as well as the interference you will have to run with administration.

*Carol Teixeira, Station Manager,
KVRX-FM/ U. of Texas-Austin*

Jim McCluskey, Faculty, U. of Oklahoma

Outlets for Student TV

The best way to get your TV station known is to distribute its programming. In this session, get some words of wisdom from a college telecommunications director who has expanded the college's programming reach in the surrounding community.

*Andre Perry, Telecommunications Director
Ramapo College*

The College Radio Cooperative

The National College Radio Cooperative between The Interep Radio Store and NACB — our ongoing joint venture to bring much-needed underwriting dollars to student radio — has enjoyed much success of late. Find out how your station can participate or get updates on promotions for the spring.

Marketing Basics

Are you sure you've covered the basics? Let's talk about starting a promotions staff, arranging barbers and trade-outs, working with retailers, working with the DJ staff and getting free stuff.

*Warren Kozierski, General Manager
WBSU-FM/ SUNY-Brockport*

Student Radio Station tour

Tour of Brown University's commercial alternative WBRU-FM. Meet at the registration area.

**Screening: Part 2**

The second in three hours of screenings and critiques of student produced works, moderated by other student producers. Bring your tape along!

Student Sports: Finding Solutions

It's the second half! After facing the obstacles, we know they can be overcome. Brainstorm about ideas, share experiences and exchange business cards with other student producers.

*Michael Black, General Manager, WEOS-FM/
Hobart and William Smith Colleges*

Michael Petraglia, SportSound

Student Station Advisors

This seminar is primarily for the faculty working with student stations, covering management and operational issues, unique to the position of the faculty advisor or professional staff.

*Ron Pesha, Associate Professor,
Adirondack Cmty. College*

Country Programmers Meeting

This session will look at the phenomenal growth of country radio in America. In addition, options for including "country radio" in your station's programming will be discussed.

New Media

Get warmed up for Technology Frontiers in this informal meeting about computer use in stations, the hype about digital, the Internet and other resources.

Philip Palombo, Faculty, Rhode Island College

Women in Media Meeting

Besides discussing the current positioning of women in media, this seminar will discuss the work environment and management strategies when more women take executive positions.

*Beth Robinson, Manager/ Operations
CBS Radio Networks*

Carol Sussman, Dir. of Acquisitions, FIX

Executive Board Introduction

Students applying for NACB's Executive Board of Directors are required to attend this Q+A to discuss the responsibilities of an "E-Boarder". Anyone curious about the organizational structure of NACB is also invited to attend this session.

Fundraising

Your station, like many other members, can conduct fundraising and telethon campaigns in order to bring in that much needed financial support. Talk with other stations about their efforts in fundraising.

Kate Alson, WMUA/ UMass.-Amherst

Station Tour: TV

Tour WJAR-TV channel 10, a local affiliate of NBC.

Screening: Part 3

The final hour of screenings and critiques of student produced works, moderated by other student producers. Bring your tape along!

FRIDAY 9:15-9:45AM**Technology Frontiers Overview: An Introduction to MultiMedia on the Net**

While only recently many began using and hyping the Internet it has been around for twenty five years. Until recently it primarily served in an ASCII suit of text. Now through the Net World Wide Web is painting many screens with rich hyper-links to many new places in cyberspace supporting video and sound. This session will introduce some of the newest and most exciting applications like Cornell's University CU-SeeMe and Mosaic Communications' NetScape. Each of these programs are operating and available to all conference attendees in the Exhibitions area.

Gordon Kent, Brown U.

Philip Palombo, Rhode Island College

Paul Roselli, Brown U.

FRIDAY 10AM**Careers + Resources**

If you are considering entering the broadcasting business, take this time to discuss career options and learn about organizations that can provide valuable information and networking.

*Beth Robinson, VPI Operations
CBS Radio Networks*

*Krys Keller, Director/ Affiliate Relations
Cap Cities/ ABC Television*



Music Licensing: Radio

Music licensing is a gray area for many students — since there are the various complex types of licensing for broadcast, production and rebroadcast. Learn about your obligation as a college broadcaster and producer, and get the latest information. This session focuses on radio concerns.

Steve Blinn, Corporate Relations, BMI
George Clay, Broadcast Manager, BMI

Surveying Your Audience

Conducting audience analysis can provide valuable feedback for student radio and TV station managers. Without getting into number crunching, this session will detail how a station can take on the task of surveying its audience.

Dan Panici, Faculty Advisor, TV-10/ Berry College

NWF and student media

Part 1: The first thing promotions directors must learn before embarking on any campaign is to be informed about the issue at hand. In addition, the nuts and bolts of conducting a specific campaign will be covered.

Nick Keller, Dir./ Campus Outreach Program
National Wildlife Federation

Bill Line, Project Manager/ PR Dept.
National Wildlife Federation

WHRU-FM Radio Theatre Demonstration

What does it take to produce audio theater for today's audience? From writing and recording to acting and sound design, this workshop will help you see into the elements needed to produce award winning productions.

Sue Zizza, Executive Producer
Radio Works/ Hofstra U.

George Zarr, Managing Director
American Chamber Opera Company

The Media Kit

Put it down on paper! Your station, especially if one of its goals is to increase underwriting, needs to present itself with an informative media kit. If you've never prepared one, or your current one needs a facelift, attend this session to find out what elements you must include.

Randy Hershoff, Sales, WBRU-FM
Vic Michaels, Operations Manager
WGAO-FM/ Dean Jr. College

CD-ROM Development: Copyrights, Ethics and Privacy in the New Media

With a steady increase in the number of personal computers sold with built-in CD-ROMs the demand for content is escalating. Literally thousands of new titles will hit the software shelves for this holiday shopping blitz. Hear what it takes to author a CD-ROM and consider for a minute the source of the video and audio content you are digitizing.

A look at the Privacy Puzzle. Who "owns" electronic communications? Is it right to use the power of the computer to mix and match electronic data that exists about you? Who may regulate the content of electronic communications? How will we handle issues such as obscenity, stealing of data, and resale of private information?

William Roberts, MediaPedia VideoClips
Carl Hausman, President,
Center for Media in the Public Interest

Networks + Networking

It seems every day there is a new network on the horizon. This session will update and inform about the propagation of new TV and radio networks.

Lawrence Grossman, Horizons TV
Matt O'Connell, SW Networks
Libby O'Connell, History TV

FRIDAY 11AM

Careers + Resources

You may not know him, but you'll know his clients. Media agent, Richard Leibner, talks frankly about how he sees the future of broadcast journalism for would-be on-air reporters.

Richard Leibner, President, N.S. Bienstock

Music Licensing: TV

Music licensing is a gray area for many students — since there are the various complex types of licensing for broadcast, production and rebroadcast. Learn about your obligation as a college broadcaster and producer, and get the latest information. This session focuses on TV concerns.

Steve Blinn, Corporate Relations, BMI
George Clay, Broadcast Manager, BMI

**Surveying Your Audience: Focus Groups**

Using a station example, the surveying continues. Take a closer look at conducting focus groups, call outs and other creative means to collecting this valuable information.

Dan Panici, Faculty Advisor
TV-101 Berry College

NWF and Student Media

Part 2: Continuing our earlier discussion, this hour will look at National Wildlife Federation and its campus outreach program as a case study for student media. Empower your station — become a campus leader! Get your campus more involved about issues you really care about.

Nick Keller, Dir./ Campus Outreach Program
National Wildlife Federation

Bill Line, Project Manager/ PR Dept.
National Wildlife Federation

WHRU-FM Radio Theatre Demonstration

Annual presentation by WHRU and The Hofstra Radio Players about Radio Theater. Questions about program syndication and starting your own radio theater production will be answered.

Sue Zizza, Executive Producer
Radio Works/ Hofstra U.

George Zarr, Managing Director
American Chamber Opera Company

Sales Strategies

Now that you have covered the basics of a media kit, find out how you can use it. Learn about targeting clients, making a pitch, conducting a sales meeting, making a sale, completing a campaign and retaining clients.

Randy Hershoff, Sales, WBRU-FM

Vic Michales, Operations Manager
WGAO-FM/ Dean Jr. College

Video Graphics and Set Design

Video Graphics was one of the first disciplines in broadcast and video production to be effected by new technologies — some would argue that it was never any other way. Come hear and see presentations by two of the US's leading designers in network identities and set design.

Maria LoConte, LoConte/Goldman
Holland Wilde, NE Design

Networks + Networking

This session continues to take a closer look at some of the networks now available or soon to be launched.

Lawrence Grossman, Horizons TV

Matt O'Connell, SW Networks

Libby O'Connell, History TV

FRIDAY 2PM**NACB Annual Business Meeting**

in rm. 558

As a national trade organization, NACB is run by its members. During this time, we invite all members to meet the staff, Executive Board and other members of the association. In addition, elections for the 1994 Executive Board of Directors will take place.

Mark MacLeod, Executive Director, NACB

FRIDAY 3:30PM**Tips + Tricks for Interviewing**

There's a talent to interviewing famous people and everyday people and getting the information you need from them for a newscast. Get tips to conducting interviews from one of Boston's leading interviewers.

Henry Santoro, News + Features Director,
WFNX-FM

Music Trades

This segment of the music industry has the reputation of making or breaking a station's product servicing. But music trades provide more than playlists — including music reviews, contact names and information about the labels and their reps. Learn about the publications from the editor's point of view.

Jill Karazegian, Executive Director, MVA

Sharon Steinbach, Editor, CVC Report

Cheryl Botchick, Associate Editor
CMJ New Music Report

High Schools + 2 Year Schools

This annual session is designed to improve communications with regards to problems specific to high schools and 2 year schools. Small stations also welcome.

Ron Pesha, Associate Professor
Adirondack Cmty. College



Getting Press

If you want your station to get press coverage, you probably need to generate it yourself. It may sound difficult, but there are innovative ways of getting attention. Learn about press at every turn from writing a press release to creating media awareness campaigns.

Sarah Tanz, Manager, Comedy Central

Radio Talk Shows

Producing a radio talk show is more than sitting in a booth with a phone and a headset. Hear professionals talk about coordinating guests and topics as well as the roles of the people outside the control room.

Michael Harrison

Editor, Talkers Magazine/ Host, WNNZ-AM

Donna Sprague, Host, WDIS-AM

Rudy Cheeks, Co-host, WHJY-FM

Presentation on sales

This session is guaranteed to provide valuable insights that you can use to increase underwriting revenue at your station. Professional salesman, William Campbell, talks about making sales for a commercial outlet and as well as advertising sponsors for non-commercial stations.

William Campbell, Sales, WSNE-FM

Desktop Production in Professional Film + Video

Which sector of the video industry is working on the desktop? How does the new technology fit in the pro world? Which portion of the video project is handled on the desktop? These presenters represent some of the best talent working in New England today.

Steven Tringali, Rampion Visual Productions

Greg Lingren, Thom McAn Corporate Training

Joe Benson, Rampion Visual Productions

Program Development

From the front line of a developing network, find out about how they bring in their new programs. Aside from defining "what is development", this session will describe the process of working with producers and agents, making pitches and making program choices.

Keith Cox, FIX

Carolann Bernstein, FIX

FRIDAY 5PM

Media + Politics

Keeping Distortion in Proportion. The trends in political media, the tricks the politicians and their handlers use. How you can spot the deceptive use of "facts" in their ads, literature and campaign materials.

Bernice Buresh, Director

Women's Press and Politics Project

Carl Hausman, President

Center for Media + Public Interest

Kay Israel, Chair/ Communications

Rhode Island College

Dirk Smillie, Special Asst. to the Exec. Director

Freedom Forum Media Studies Center

Working with Your Video Rep.

Meet label reps, music video show producers and members of the trade organization for music video programmers to discuss starting or improving servicing, playlists and reporting, working with trades and the value in college music video for new artists.

Sharon Steinbach, Editor, CVC

Gary Fisher, Columbia Records

Mark Klein

Jill Karazegian, Executive Director, MVA

Kevin Ferd, Power Play

Power Communication

Looking for the secret to success? The key to a good interview? What's behind self-confidence? This seminar will teach you how to take command and overcome resistance from others. Take the real power you have and knock 'em dead — in the board room, in the studio, in the corporate offices, and where it counts most: inside you!

Dave Kane, President, Dave Kane Productions

PR for Small Stations

Member station WGFR-FM has only 10 watts and no money to speak of at a rural community college, but they must be doing something right.

Ron Pesha, Associate Professor

Adirondack Cmty. College

News Production

Good radio newscasts are made up of more than readings of the latest on the wire.

Preparing a quality cast can mean research,



interviewing, writing and re-writing as well as time in the production room before the two glorious moments of broadcast.

Henry Santoro, News + Features Dir., WFNX-FM

Tying Sales and Promotions

Turn a promotion into a moneymaker for the station! Learn the lingo, like "value-added", and discover other ideas for promotions you can use.

*Caroline Riley, Sr. Acct. Manager
The Interep Radio Store*

The Promise: Interactive Cinema + TV

Say you can't wait till you talk back to your television and more importantly have it respond? This session will give you some of the researcher's perspective as to where the technology and the story telling is going in the Brave New World ahead.

Kevin Brooks, MIT Media Lab

*Nick West, Electronic Neighborhood of NYU/ITP
GTE Main Street*

Lee Morgenroth, MIT Media Lab

On Air TV Promos

It's show and tell time. This program area may be quick to overlook but is crucial in the positioning of any network that wants to retain a unique identity.

Andrea Taylor, Comedy Central

Geoff Bird, Cinemax

Jaci Rann, Nickelodeon

SATURDAY 10AM

Keynote: Dana Atchley Director, D3TV in ballroom A

In his own words, Dana states "By any standard, I am a techno junkie — which is no surprise since I grew up with a father whose passion was electronics and ham radio communication. He was into antennas; I like entertainment.

"My primary focus as an interactive performer is storytelling...a good narrative...a sense of journey with a beginning, middle and an end. Though I consider Next Exit a work-in-progress — a show that will not really be complete until I am able to continue to speak — I want each performance to have a sense of completion: End of tour. Go on home! Get on with your life!

"It has not escaped my notice, however, that this new media acquires a life of its own. Will the cemeteries of the 21st century be filled with interactive kiosks of lives lived?"

"While devouring the new technologies, I also want the freedom of an old time campfire storyteller who could conjure up any vision from the flames. My flames are the cool flickering of a digital campfire."

SATURDAY 2PM

Content + Ethics in News

Who manages the Messenger? Do we rely on the public to know what it wants, and give it to them? Or do we judge news on the editor's "need to know" basis? Also, what are the ethical implications of the continued quest for ratings? Have we gone too far? Are we over the ledge, or can we pull back?

*Dirk Smillie, Special Asst. to the Exec. Director
Freedom Forum Media Studies Center*

Rudy Cheeks, co-host, WHYY-FM

*Carl Hausman, President
Center for Media + Public Interest*

Working with Your Record Rep.

Although this type of session has a notorious reputation for becoming a soapbox for personal gripes, we hope that everyone will use this time constructively to find solutions to problems that affect product servicing, music and promotional tie-ins.

Jeff Dodes, BMG

John Colin, EMI

Manager's Meeting: TV

Converse with other student TV leaders about specific programming, operational, managerial and other concerns.

*Eloise Greene, Manager of Operations
Ithaca College*

Educating Your Audience

The role of the student station should always remain — in part — educational! Discuss the symbiotic relationship between stations and the various non-profit and educational organizations, as they work to make a difference at your school and in the community.

Frederick Massie, Save the Bay

*Nick Keller, Dir./ Campus Outreach Prgm.,
National Wildlife Federation*



Mona Brown, Ad Council

Paul Heck, Red Hot Organization

Producing a Better Aircheck

Demo tapes and resumés are a would-be DJ's entry to a radio station. Oedipus, program director of WBCN-FM (Boston) will evaluate demo tapes on the spot, offering complements and constructive criticism that can help in your DJ search. If you don't have tape with you, you are still welcome to come and ask questions.

Oedipus, Program Director, WBCN-FM

Ask a Lawyer: Underwriting + more

Converse with *College Broadcaster* columnist and NACB communications counsel, attorney Cary Tepper about your specific legal queries.

Cary Tepper, Communications Attorney Meyer, Faller, Weisman + Rosenberg

Interactive Design, Authoring and Exhibition

How are kiosks developed? Which software is used to author? What considerations does a designer consider at the beginning of an interactive project?

Jessie Anderson, NE Science Center

Greg Deocampo, AVX Design

Todd Winkler, Brown U., Dept. of Music

Documentary + Independent Programming

Independent producers and a cable executive discuss the genre: the commitments, the cost and the content. Clips from their current productions will also be shown. With the buzz about "Baseball," will documentary producers find it easier to take their productions from development to distribution?

Mark Kozaki, Discovery Networks

Fred Lewis, Dimension Cable

Danny Schechter, Globalvision

SATURDAY 3:30PM

Importing World News Coverage

Haiti. Rwanda. South Africa. These countries have suffered tremendous crises of late, yet it seems coverage of such events was overwhelmed by "minor" domestic affairs. Does this coverage reflect what Americans really

want to know, or what producers think will drive up the ratings?

Danny Schechter, Globalvision

The Music Meeting

Let's talk about what really happens in a music meeting at a commercial radio station. Why and how do stations pick the music that they do? What are the responsibilities of the MD and PD? How does audience feedback affect programming?

Kurt St. Thomas, Program Director, WFNX-FM

Troy Smith, Music Director, WFNX-FM

The First Amendment, FCC + Media

The definition of "indecenty" is constantly changed, based on the FCC rulings and audience complaints. Stay informed about this hot topic! Talk with legal gurus about the latest developments in this arena.

John Crigler, Partner, Haley, Bader + Potts

Cary Tepper, Communications Attorney Meyer, Faller, Weisman + Rosenberg

T. Barton Carter, Professor, Boston U.

Mark Jurkowitz, Editor, Boston Magazine

Abbie Baynes, Special Counsel to the General Counsel, FCC

Sample Promotions

Build up your station identity through station promotions. Promotions and marketing directors from two of the most competitive radio markets detail promotion how-to's, with tips on how to scale low-budget events.

ChaChi LoPrete, Promotions Dir., WBCN-FM

Chris Washington, Asst. Promotions Director WXXR-FM

Ginny Murkowitz, Promotions Dir., WFNX-FM

Sports Production

If the audience can't see the action, the radio broadcaster must be there to supply it. Increase your your play-by-play coverage and make the most of your color commentary.

Len Clark, General Manager

WUEV-FM/ U. of Evansville

Warren Kozierski, General Manager

WBSU-FM/ SUNY-Brockport

Theresa Schlinder, Big East Network

Sales Creativity

Media sales is more than pitching airtime on a local station. There's network sales,



national sales, market target sales, print support, and other tie-ins that can make buying airtime attractive to an otherwise uninterested client. Learn to use your personality in sales.

*Caroline Riley, Sr. Account Manager
The Interep Radio Store*

Future Lab Roundtable

This roundtable discussion will provide an insider look and some thought into developing media and into where the technology is heading.

Jessie Anderson

Nick West, NYU Interactive Telecomm Program

Todd Winkler

Greg Deocampo

Paul Roselli, Brown U.

Philip Palombo, Faculty, Rhode Island College

Comedy Programming

Talk with the people who package the punches — development professionals for comedy. Find out about the pitches, the potentials and the pitfalls in the world of comedy today.

Monique Hart, Manager

Program Development, Comedy Central

*David Bartis, VPI Creative Affairs
HBO Independent Prod.*

SATURDAY 5PM

Cultural Influences on News + Media Saturation

Although our society is in the midst of the information age, is it possible that sometimes (or more often than that) the audience receives too much information. And at the same time, not enough? Is the news a product of our society, or we a product of it? And what, if anything, are we learning from the news that we do receive?

*Phil Benoit, Dir. of Communications
Dickinson College*

Careers + Resources

Make the most of your education now by broadening your experience at the college level before entering the "real world." Get an industry forecast and start on building your contacts.

Kurt St. Thomas, Program Director, WFNX-FM

Oedipus, Program Director, WBCN-FM

*Caroline Riley, Sr. Account Manager
The Interep Radio Store*

Manager's Meeting: Radio

Get your questions answered about engineering advice, legal advice, studio design, motivating your staff and building contacts in this one handy session with student media experts.

Clarence Beverage, President, Communications Technologies

Allen Myers, Communications, FCC

Cary Tepper, Communications Attorney, Meyer, Faller, Weisman + Rosenberg

Hub City Radio Presentation

The skit-based comedy production troupe Hub City Spoke Repair returns to Providence to not only play a few bits, but also to encourage other stations to start up their own productions. Details about the writing and recording process, staff organization and syndication will be covered.

*Sean Carolan, Executive Producer
Hub City Spoke Repair*

Demonstration of Internet Services

Gophers, world wide webs, home page, online. It's the latest jargon for electronic communicators. Learn how to drive on the information superhighway.

*John Stevenson, Communications
Concordia U.*

Broadcast, Cable and Features Development

The development of new programs, current programs and feature films for cable or theatrical distribution all require a serious commitment to the content at hand. Find out the differences and similarities between these various production formats.

*David Bartis, VPI Creative Affairs
HBO Independent Productions*

Douglas Liman, ThinkTank Productions

*Jonathon Zager, Research
"Maury Povich Show"*



SATURDAY 7:30PM

Awards Ceremony

This 4th annual competition seeks to identify and recognize outstanding student productions from schools and their radio and television stations. The tremendous ongoing support of sponsors from across the broadcast and cable industry has made this awards show a most competitive and respected show of student works. We express our gratitude to the following media visionaries who provide such kind support: A&E/History Channel, BMI, CNN Newsource, CNBC/America's Talking, Cartoon Network, Comedy Central, E! Entertainment TV, ESPN, HBO, INTEREP, MTV Networks, SPIN, and TNT.

The awards were coordinated by NACB with final judging by leading names in the radio and television industries. We hope you enjoy the samples of these fine student productions compiled for the evening's ceremony. Please join us in congratulating the finalists of this year's competition.

The ceremony will be highlighted by two special performances: Dana Atchley, NACB's 1994 Keynote will present his history of radio interactive storyline, and Emergency Broadcast Network (EBN) will present their intense performance of new "network" programming. The evening's performances will be presented in part by SPIN Magazine.

SUNDAY 9:30AM

Food for Thought Brunch

You'll get more than fed at this closing event. We fill the Biltmore Ballroom with roundtables on virtually every topic imaginable. Look at the signs on each table and feel free to roam between them. Take part in the engrossing discussions, share ideas and make those last-minute contacts you couldn't get to earlier.

***Get involved
with NACB's
Faculty/Staff
Board.***

- Academic/
Professional
Development
- Media
Curriculum
- Publications
- Special Projects

**Current F/S Board
members will be
happy to talk
with you during
or after the
Conference.**

**Catch them at
one of the Faculty/
Staff sessions or
leave a message
at registration.**



The 4th Annual National College Radio Awards

COMMUNITY SERVICE

Emerson College, **WERS-FM**, "Gun Violence Campaign"
Illinois State U., **WZND-FM**, "Sleepless With Cecil"
Ithaca College, **106-VIC**, "Eighth Annual Fifty Hour Marathon"
Rowan College of New Jersey, **WGLS-FM**, "Immunization PSA"

CREATIVE PRODUCTION

Geneva College, **WGEV-FM**, "Gospel Galaxy"
Hofstra U., **WHRU-FM**, "God's Spies"
Rowan College of New Jersey, **WGLS-FM**, "Creative Promo"
UCLA, **KLA radio**, "KLA Coaxial Cable Fairy"
U. of San Francisco, **KUSF-FM**, "KUSF Production Reel: April Fool's Format Change"

DJ

Colby Community College, **KTCC-AM**, Mike Manning
Mississippi State U., **WMSV-FM**, Daisy
U. of California, Berkeley, **KALX-FM**, The Hugo Ball Show
U. of La Verne, **KULV-FM**, Shane Rodrigues
U. of South Colorado, **KTSC-FM**, Richard Green

FACULTY/STAFF

U. of Evansville, **WUEV-FM**, Len Clark
Marshall U., **WMUL-FM**, Charles G. Bailey
U. of San Francisco, **KUSF-FM**, Steven C. Runyon

NEWS REPORTING

Hofstra U., **WHRU-FM**, "WHRU Election Night '94"
Mississippi State U., **WMSV-FM**, "Habitat for Humanity"
UC-Berkeley, **KALX-FM**, "Evening News"
UC-Berkeley, **KALX-FM**, "Straightjacket"
U. of Georgia, **WUOG-FM**, "Newscurrent"



This 4th annual competition recognizes outstanding individual productions and overall efforts at student stations. Please join us in congratulating the finalists of this year's competition.

The continuing support from across the media industries has made this awards show the most competitive and respected show of student works in the country. The awards were coordinated by NACB with final judging by leading names in the radio industry.

PROMO/PSA

Chabot College, KCRH-FM, "Cool Country Promo"
 Hofstra U., WHRU-FM, "WHRU dollars for digital marathon Promo"
 U. of Georgia, WUOG-FM, "Horse PSAs"
 U. of Texas, Austin, KVRX-FM, "KVRX Production Entries"
 U. of Toledo, WXUT-FM, "The Lester Guy Show"

PROMOTION/MARKETING CAMPAIGN

Emerson College, WERS-FM, Live Music Week
 Illinois State U., WZND-FM, Calledge Campaign
 Marshall U., WMUL-FM, Basketball Campaign
 Mississippi State U., WMSV-FM, Shakin' Up the Airwaves
 U. of South Colorado, KTSC-FM, Rockies vs. Dodgers Promotion

PUBLIC AFFAIRS/MAGAZINE PROGRAM

Foothill College, KFJC-FM, "Return to the North"
 Hofstra U., WHRU-FM, "Beaches vs. Buildings"
 Ithaca College, WICB-FM, "WICB reports"
 UC-Berkeley, KALX-FM, "Northgate magazine"
 U. of Oregon, KWAX-FM, "Perspective"

SPORTS

Glenbrook South H.S., WMWA-FM, "GBS Girls State Basketball Championship"
 Marshall U., WMUL-FM, "Marshall U. vs. U. of Delaware"
 NYU, WNYU-FM, "NCAA DIV III Basketball Championship"
 U. of La Verne, KULV-FM, "ULV Basketball vs. Redlands"
 Western Connecticut State U., WXCI-FM, "Western vs. Tufts"

STATION OF THE YEAR

U. of Minnesota, KUOM-FM, Minneapolis
 Ohio U., ACRN, Athens
 U. of Evansville, WUEV-FM, Evansville
 U. of Texas, KVRX-FM, Austin
 Emerson College, WERS-FM, Boston



The 4th Annual National College TV Programming Awards

COMEDY

Emerson, EIV, "Brian's Room"
Ithaca, ICTV, "The Nothing Special"
SUNY-New Paltz, WNPC-TV, "Warped Society"
SUNY-New Paltz, WNPC-TV, "Earp and Whitney"
Virginia Tech., VTTV, "Midnight Fog"

DOCUMENTARY

Duke, Cable 13, "The Powers That Be"
Emerson, EIV, "The Human Face of Security"
U. of Central Oklahoma, KCSU-TV, "Jesus House/Sister Ruth"
U. of Minnesota, "Juggernaut: Uncensored"
U. of Wisconsin, Milwaukee, "I Believe in Peace, Not Violence"

DRAMA

Brooklyn College, "Hard Wired"
Chapman U, Film and TV Dept., "Higher Education"
Columbia College, "Behind the Screen"
Emerson, EIV, "College Drive"
Regent U., "The Party"

EDUCATIONAL

City College of San Francisco, CCSF Telecourses, "Byzantine Art"
Hartford Community College, "Fitness Laboratory"
New York U., NYU-TV, "Jazz appreciation"
New York U., NYU Video Production Center, "Integrating Media and Instruction"
Valparaiso U, Dept. of Communication, "VU and the Challenge of Diversity"

EXPERIMENTAL

George Washington U, Explicit Multimedia, "Cyberia"
New York U., NYU TV, "Gamma 51"
Rensselaer Polytech, iEAR Studios, "In a Word, With Technology"



This 4th annual competition recognizes outstanding student productions from student TV outlets in in all programming genres. Please join us in congratulating the finalists of this year's competition.

The continuing support from across the broadcast and cable industries has made this awards show the most competitive and respected show of student works in the country. The awards were coordinated by NACB with final judging by leading names in the TV industry.

MUSIC VIDEO PROGRAM

Fort Valley State College, **FVSC Cable 21**, "The Beat"
 Hunter College, "Goin' Platinum"
 Mississippi State U, **LPTV**, "Believe"
 New York U., **NYU-TV Club**, "Air Raid"
 Oklahoma City U., **KOCU**, "Country Style"

SPORTS

Ithaca, **ICTV**, "Bombers Football"
 Oklahoma City U, **KOCU-TV**, "The Win Case Show"
 New Mexico State U., **KRWG-TV**, "Sportsview 22"
 U. of Central Oklahoma, **KCSU-TV**, "The Edmond Report: Rodeo Announcer"
 U. of North Dakota, **Studio One**, "Zamboni Driver"

NEWS REPORTING

Colorado State U., **CTV**, "CTV News"
 Ithaca, **ICTV**, "Election Center '93"
 U. of Central Oklahoma, **KCSU-TV**, "The Edmond Report: Bus Drivers"
 U. of North Dakota, **Studio One**, "UND Name Change"
 U. of Southern Colorado, **KTSC-TV**, "Youth Violence"

PROMO/PSA

City College of San Francisco, **CCSF Telecourses**, "Telecourse PSA"
 Emerson, **EIV**, "The 1994 Evvy Awards"
 Ithaca College, **ICTV**, "Tales of the Rounded Pie"
 Madonna U., "Volunteer"
 SUNY-New Paltz, **WNPC-TV**, "Stop the Violence"

PUBLIC AFFAIRS/MAGAZINE PROGRAM

Columbia College, "600 South"
 Ithaca, **ICTV**, "Talkback"
 U. of Southern California, "Impact"
 U. of North Dakota, **Studio One**, "Studio One"
 Valparaiso U, Dept. of Communication, "Valpo Video Postcard II"

**Kate Alson**

*Associate Producer/ Women's Affairs
WMUA-FM/U. Mass-Amherst*

Kate has had several years experience in student broadcasting. As Telethon Director for WMUA, she played a crucial role in the station's surpassing of its funding goal. Kate is also involved at Union Video Center, the campus TV outlet. In addition, Kate founded radio station WSRC at Simon's Rock College. But her start in electronic media was in high school at WOSS/ Ossining High School, where she was involved in community programming, publicity and news. Kate is a member of NACB's Executive Board of Directors.

Dana Atchley

Director, D3TV

Dana has every image he has taken since he got his first camera at age seven. After learning to set type by hand and print books on a Washington hand press, he spent the sixties exploring the frontiers of art and technology, the seventies traveling America with his one man multimedia performance Roadshow, and the eighties producing over 500 segments for broadcast and cable TV. The nineties have been devoted to the creation of Next Exit, a multimedia theatrical performance, and to the development of the electronic family album.

Dana is the Director of D3TV, a partner in the Digital Treehouse, and a founding partner of San Francisco's Digital Media Center.

Dana unites the various forms of electronic media in a fusion of the most up-to-date technologies in his presentation reaffirming the most time-honored tradition of storytelling. Proving that technology is not the end in itself, that the exchange of content and ideas is the most basic element in communication, NACB is truly honored to have Dana Atchley present the keynote address during our 7th Annual National Conference.

David J. Bartis

*VP of Creative Affairs
HBO Independent Productions*

In his current position, David splits his time between development of new programs for broadcast networks, cable and syndication and supervision of current productions. David has acted as Current Executive for "Roc", "Martin", "Daddy Dearest" and "The Ben Stiller Show".

David was the Current Executive for "Fresh Prince of Bel Air" for its first 35 episodes. He has also held positions at Quincy Jones Entertainment, where he was the executive in charge of production for the syndicated "Jesse Jackson Show." David worked for one year at Fox/Lorber, a television program syndication company.

A Brown U. graduate and alum of its student TV station, BTU, David co-founded NACB and served as Associate Director and later its President until May, 1990. David is a member of NACB's Board of Trustees.

Philip G. Benoit

*Director of Communications
Dickinson College*

Along with his position as Director of Communications at Dickinson College, Philip serves as the chairman of the board of directors for The Center for Media in the Public Interest, a non-profit organization dedicated to the exploration of current issues and the media's treatment of them. A former broadcasting faculty member, he is co-author of several communication books, including the widely-used textbook *Modern Radio Production*.

Joseph Benson

Vice President, Rampion Visual Production

Currently, Joseph specializes in the marketing of Interactive Media. His background includes 20 years of senior management and production experience with multinational corporations and motion picture production companies, including the Disney Corporation, the ABC Broadcasting Network, Digital Equipment Corporation, and the Lotus Development. As a motion picture producer, Joseph was nominated for an academy award. He earned a M.F.A. in producing from The American Film Institute.

Holly Beretto

Teaching Asst., St. Louis U.

Holly is a second year Master's student at Saint Louis U., where she teaches public speaking and script writing. She has 7 years cable television experience, having written, hosted and co-produced several programs for Rhode Island Public Access. Her Rhode Island High School Sports Report won both the 1990 and 1991 Rhode Island Public Utilities Commission Award for Excellence in Public Access Programming. Holly has worked as an Associate Producer at WJXT



(Jacksonville, FL), WLNE and WJAR (Providence, RI).

She plans to continue her studies and write her PhD dissertation on how local news creates community. She eventually wants to work in local news, and looks forward to someday being a News Director.

Holly has been involved with NACB since 1990, having worked as an intern and as a writer for College Broadcaster. She is a member of NACB's Executive Board of Directors.

Clarence M. Beverage

President, Communications Technologies
As a broadcast engineering consultant, Clarence has worked with educational institutions, equipment manufacturers, investment firms and broadcast stations. He has experience in preparing statements, applications and property negotiations before such government bodies as the FCC and FAA, among others.

Geoffrey Bird

Writer/producer, Cinemax

Geoff is currently a writer/producer of on-air promotion at the Cinemax cable network. This is his second time at parent company Home Box Office, having worked there in a similar capacity in 1991-92. Geoff has also worked as an associate director at Sports Channel Pacific in San Francisco. Geoff graduated in 1991 from Boston U. with a B.S. in broadcasting/film. During his junior year, he served as General Manager of WTBU-AM, the school's carrier current station. Geoff is a former member of NACB's Executive Board of Directors (1989-90).

Steven M. Blinn

Director, Media Relations/Licensing, BMI

In his post today, Steve oversees a full range of public relations activities for the General Licensing department of BMI, a major music licensing organization, as well as providing support to the Telecommunications Licensing department.

Steve's experience ranges from public relations and marketing work for clients in professional services, small and start-up businesses, tourism, technology, business to business, sports, pharmaceuticals, publishing, entertainment, political and not-for-profit.

Steve received his B.S. degree from St. John's U. and an MBA in marketing from Adelphi U.

Cheryl Botchick

Associate Editor, CMJ New Music Report

Cheryl states "my resumé isn't very long, but then again, I'm only 22." She spent four years at WUJC-FM/ John Carroll U. in Cleveland where she became Music Director at the end of her freshman year. During her 3 1/2 year tenure, she "headed up lotsa projects and music department renovations", with the most notable being a 12-track local CD sampler last spring.

At the end of her senior year this past spring, Cheryl was offered a position at CMJ which she started in June.

Bernice Buresh

Director, Women, Press + Politics Project

Bernice is a writer, lecturer, and director of the Women, Press + Politics Project in Boston, which analyzes media coverage of women and public policy issues. She is the co-author of a book on nursing and communication, entitled *What Nurses Know — and Must Tell to the Media and Public*, which is scheduled for publication next year.

Bernice is a former newspaper reporter and bureau chief for Newsweek. In addition, she was on the journalism faculty at Boston University for ten years. She has been a Fellow at the Joan Shorenstein Barone Center on the Press, Politics and Public Policy at Harvard's Kennedy School of Government, where she also taught on women and the press. Her articles have appeared in *Time*, the *New York Times*, the *Los Angeles Times*, the *Boston Globe* and several nursing publications. Burnoose received her B.A. in journalism from the U. of Wisconsin-Milwaukee.

Sean Carolan

Executive Producer, Hub City Spoke Repair

Sean co-created Hub City Spoke Repair in 1986 and has served as its Executive Producer since its resurrection as an independent production company in 1989, responsible for all aspects of the show including writing, performing, production, sales and distribution.

Sean has also been Production Director at Rutgers U.'s WRSU-FM and at WHTG-FM in



Eatontown, NJ, a commercial alternative rock station where he has also appeared as an on-air personality.

Sean actually survives, however, by holding down a Real Job, the details of which you probably wouldn't find very interesting.

George Clay

Regional Director, Telecommunications, BMI
Since 1988, George has worked at BMI, taking music licensing to the New England + New York region. Prior to BMI, George worked in Sales at both radio and TV stations including WKFT-TV/Raleigh, NC, WEMJ-AM/Laconia, NH, WKBR-AM/Manchester, NH, and WTOB-AM/Winston-Salem, NC. George also served as owner/manager for a brief time for WMJB-FM/Wrens, GA.

George received his BA in Radio/TV/Motion Pictures from the U. of North Carolina-Chapel Hill, in addition to an Associate Degree in Sociology from Wingate College.

John Crigler

Partner, Haley, Bader + Potts

John is a partner in the communications law firm of Haley, Bader + Potts in Washington, D.C. He is the author of an article on the FCC's regulation of "indecent" broadcast material, and a forthcoming article on the law banning the broadcast of gaming advertisements. In April, 1993, he was awarded the National Federation of Community Broadcasters' Leadership Award for outstanding service to community radio.

John received his law degree from Georgetown U. and a Ph.D. in literature from Yale U. John (and almost no one else) was born in Bell Buckle, Tennessee.

Kelley Cunningham

Development Director, NACB

An official member of the NACB team since this past summer, Kelley has taken on development for the association. Although her contributions to NACB and at the National extend back two years, her primary responsibility as a full-time director is corresponding with corporations and foundations. Kelley has had prior experience in development at Harvard Medical School.

A graduate of LaSalle U. in Philadelphia, Kelley was involved in student media as a copy editor for the student newspaper.

Greg Deocampo

Founder, AVX

Greg is a Multimedia artist, educator, and product developer currently concentrating on interactive music, visual art, performance and publishing. He founded CoSA, the Company of Science & Art and AVX. CoSA is the producer of PACo, a platform-independent multimedia playback engine, and After Effects, a digital video compositing and special effects tool. Deocampo has produced several multimedia CD-ROMs featuring animations, digital video, hypertext, and scientific visualizations. He shot film and video of Lollapalooza, the Grateful Dead, Soundgarden, Pearl Jam, Ministry, King Missile, Ice Cube, and the Red Hot Chili Peppers.

Greg received a BS from Brown U. in Applied Mathematics-Molecular Biology.

JoAnn Forgit

Association Director, NACB

Since June of 1991, JoAnn's numerous responsibilities as Association Director and CFO include managing of NACB membership and member services, compiling and editing the NACB Station Handbook, organizing the National Conference and coordinating NACB's regional conferences.

JoAnn graduated from the University of Southern California in 1991 with a B.A. cum laude in English Literature and Creative Writing. While at USC, she developed the promotions department and served as Marketing Director for KSCR, the student-run radio station.

JoAnn invites you to take full advantage of the many offerings at the National '94.

Lawrence K. Grossman

President, PBS Horizons Cable Network

Lawrence has been instrumental in the new PBS venture in cable. Prior to his current position, he served as a Senior Fellow at the Gannett Center for Media Studies at Columbia University, and as President of NBC News from 1984 until 1988. His current publications include "Reflections on Life Along the Superhighway" (Media Studies Journal) and The Electronic Republic (forthcoming).

Lawrence received his BA from Columbia College, and graduated from Harvard Law School.



Monique Hart

Manager of Development, Comedy Central

In 1991, Monique joined the Comedy Central cable network as Assistant to the Vice President of Development. From the assistant's desk, she was able to observe and directly participate in the development process. One year later, she was promoted to her current post.

As Manager, Monique's duties have included everything from writing and producing daily commentary on current events and pop culture to working with new writers, directors, producers and talent to create long-form programming for the network. In '94 she oversaw comedy sports programming produced in conjunction with NFL Films and the network's second gay comedy special, "Out There II".

Monique graduated from Hunter College with a degree in Media Studies and Writing.

Carl Hausman

President

Center for Media in the Public Interest

Carl is the president of the Center for Media in the Public Interest, a non-profit media studies agency, and teaches journalism and New York U. He is the author of nine books about the mass media, and has testified before Congress on media ethics issues.

Kristine Hendrickson

Incoming Association Director, NACB

The 7th Annual National Conference marks Kristine's debut as a full time member of the NACB staff. Her responsibilities over the last month have included working on the conference edition of College Broadcaster, organizing conference volunteers, and coordinating the internship program. (Rumor has it she has finally mastered the database.)

Kristine received a B.S. cum laude in communications/media management from Ithaca College in 1992. She went on to receive a Master's Degree in Social Sciences, with a concentration in European media from the Universiteit van Amsterdam. She is a former member of NACB's Executive Board of Directors (1989-90). Kristine is looking forward to many happy NACB moments.

Hofstra Radio Theater Players

Hofstra University

Co-founded in 1987 by Sue Zizza and a

group of students from WRHU-FM at Hofstra U., the Players are a national award-winning audio theater troupe. Since 1988, The Players have gained national recognition for their imaginative and professional approach to audio production. Actors, writers and engineers all make up the student group dedicated to creative audio presentations. The Players have been honored by NACB, NFCB, AERho/NBS and the Gabriels. Their work is featured each season on "The Radio Works", syndicated to over 75 public radio stations nationally.

Drew Jacobs

Manager, Program/Operations WBZC-FM Burlington County College

With the November 1994 broadcast premiere of WBZC-FM at Burlington County College, Drew will have helped put three college stations on the air. In addition to managing WBZC-FM Drew serves as the advisor to the Explorer Post 889, broadcast Explorers, instructor and advisor to students studying communication at Burlington County College. Drew covered the "Baby M" custody trial for station WOBM-FM in Toms River, New Jersey, and has won several radio news awards from the Associated Press in New Jersey.

Dave Kane

President, Dave Kane Ideas

Dave's firm is a consulting company that sells "ideas" for corporate use. With over 30 years of experience in radio and TV marketing and promotions, Dave has found an active market for ideas and their execution. He has consulted and designed promotions for McDonald's, Nissan, Balfour, Volkswagen, Parker Brothers Games, G-Tech, and many others.

Dave has worked as a writer, producer, actor, newspaper columnist, lecturer, stand-up comedian and radio talk show host. He has traveled the East Coast, performing, lecturing, and motivating. A communication and motivation specialist, Dave has designed Power Communication for use in corporate, educational and business settings. Dave also hosts a weekday radio program on WICE-AM/Providence, R.I.

Nancy Kaplan

Assistant Professor, Hofstra U.

Nancy is an Assistant Professor of Communi-



Providence and the Brown Campus





cations and Coordinator of Special Projects at Hofstra U. For more than twenty years, Nancy has been a part of both the professional and academic worlds, working in commercial, public and cable television, both on the network and local levels. She has worked on shows such as "Good Morning America", "PrimeTime Live", and "One Life to Live" in addition to teaching courses in television and multimedia.

Nancy is a 3-term member of the NACB Executive Board of Directors and chair of the NACB Faculty/Staff Advisory Board.

Jill Karagezian

Executive Director, Music Video Association
Jill has served MVA in this part-time position since 1992 while also working as Video Director at NYC Jukebox/VHF in Boston. The MVA is a trade organization serving the independent shows, video reps at the record labels, and others in the music video community seeking a unifying core.

Michael Keith

Professor of Communication, Boston College
From 1966-83, Michael served various commercial radio stations in six markets, holding positions from manager to account executive, news reporter to production director, and announcer to promotions director and copywriter.

Prior to his current post, he taught communication at Roger Williams College, Emerson College, Dean Junior College (where he also served as department chair), George Washington U. and Marquette U. A prolific author, Michael has published a number of broadcast books used nationwide by professionals and students alike, including *The Radio Station*, *The Broadcast Century: A Biography of American Broadcasting*, *Selling Radio Direct*, *Radio Production: Art and Science*, *Broadcast Voice Performance*, *Radio Programming: Consultancy and Formatics*, and *World Electronic Media Systems* (in progress). He has written over a dozen articles on media topics published in academic and trade journals.

Keith has served as consultant to several college and high school radio stations, including those at Johns Hopkins U., Duquesne U., Towson State U., Northeastern U., Walpole H.S., Hope College and St. Xavier College.

Nick Keller

*Director of Campus Outreach
National Wildlife Federation*

Nick has been with the NWF for over five years, beginning his work as one of the creators of the campus program, until he became the first Director for NWF's newest division, Campus Outreach Programs. Nick served on the "Sounding Board" Committee for The Corporation for National and Community Service's guidebook, *Principles for High Quality National Service Programs*. He is on the advisory board for GreenCorp, and a board member for The Institute for Conversation Leadership.

Mark Klein

*National Director/Music Video Promotion
Relativity Records*

Working at Relativity since 1989, Mark has witnessed first hand the changing trends and growth of music video and the impact the medium has had on the music and broadcasting industries, as well as the ever-growing importance of regional video. His current position requires ongoing communication with all facets of the music video industry: local, regional and national shows; videopools; clubs; retailers and production companies. His responsibilities including the servicing of videos, setting up cross-promotions and on-air contests/giveaways/interviews, specialized advertising, production and editing of both videos and ad spots.

Mark's previous experience at Relativity was in retail promotion, and before that, six years as a recruiter in an executive search firm for music-related businesses.

Mark Kozaki

*Sr. Manager/Program Evaluation
Discovery Networks*

Mark is currently the Senior Manager of the Program Evaluation Department at Discovery Networks. He previously served in its programming and human services departments.

Mark's past experiences have touched on all aspects of the media industry. He has worked as a disc jockey, sportscaster and produce, and has taught communications at U. Maryland and Howard Community College.

His honors include a citation for outstanding service from the National Broadcasting Society/ Alpha Epsilon Rho and a listing in *Who's Who in Entertainment*.



Richard A. Leibner

President, N.S. Bienstock, Inc.

Richard is President of the largest talent agency specializing in representing broadcast journalists, talk shows and informational programming. Among the client negotiations he is most known for are Dan Rather's replacing Walter Cronkite as Anchor of the CBS Evening News, and Diane Sawyer's move to, and much-publicized decision to stay at ABC. Other clients of Mr. Leibner include Mike Wallace, Maria Shriver, and Paula Zahn. Recently, N.S. Bienstock Inc. aligned itself with Creative Artists Agency Inc. for the creation of reality-based and syndicated programming.

Fred Lewis

Independent Producer/ Community Program Manager, Dimension Cable

Fred's day job is working in community programming at Dimension Cable in Rhode Island. His passion, however, is his independent documentary projects. His current project is on Rockwell Kent, an artist, illustrator and social activist during the McCarthy era.

In 1987, Fred was a New England EMMY winner and was also nominated for NATPE's IRIS award for "That Golden Distance", a documentary on the golden age of the Boston Marathon (1930-1948).

Fred received his B.A. from UMass-Dartmouth and his Masters from Brown U.

Bill Line

Project Manager

National Wildlife Federation

As Project Manager in the Public Affairs Department at the National Wildlife Federation's headquarters in Washington, D.C., Bill performs media relations efforts to the broadcast news and newstalk media. He also works with news media personnel to report on and cover environmental topics, and handles requests for information about the National Wildlife Federation and its programs. In addition, Line continues to work part-time as a writer, producer and assignment editor for NBC News in their Washington, D.C. bureau.

Bill holds a B.A. in journalism and political science from the University of Wisconsin-Madison, and an M.A. in journalism from The American University in Washington, D.C. He has also completed two years of law school studies at the U. Maryland School of Law.

Cha-Chi Loprete

Promotions Director, WBCN-FM/Boston

Cha-Chi plays a major part in keeping the link between WBCN and its listeners fresh and exciting. As Promotions Director, he oversees all aspects of a major market radio station's promotions department. From his early beginnings as a station van driver, Loprete has risen to be thrice nominated for Billboard Magazine's "Promotion Director of the Year". In addition to his radio expertise, Cha-Chi has hosted several cable television programs.

Mark MacLeod

Executive Director, NACB

Mark has breathed campus media for over ten years, holding just about every position of responsibility from programming volunteer to President of the NCRA, the national association of campus/community radio in Canada. While at Mount Allison U. (population 1,700), he organized and secured funding and licensing to put a radio station on the air.

Mark has held management positions at four college-based stations, in major and small markets. He has been active in media issues with a national scope for over five years, including lobby work on government broadcasting policy and copyright law.

Fundraising has always been a key element in Mark's media experience, and over the last decade he has generated nearly one million dollars for the organizations where he has worked. His sources have included government and corporate grants, national and local events, on-air fundraising campaigns, and an assortment of special projects.

Gordon Marcy

General Manager, WEZE-AM/Boston

A twenty-five year veteran of radio, Gordon moved into Religious broadcasting management in 1984. He now serves as the General Manager of WEZE-AM/Boston for Salem Communications. He is widely recognized as a systems specialist and authority in sales training and long-term strategic marketing. He has recently led panels on radio sales and management for the National Religious Broadcasters, The National Christian Radio Seminar and the Eastern National Religious Broadcasters.

**Ginny Markowitz***Promotions Director, WFNX-FM*

Ginny has served as Promotions Director and Marketing Manager of WFNX-FM/Boston since 1990. Before 'FNX, she was the Promotions Director of WXLO-FM in Worcester, MA.

Frederick D. Massie*Director, Communications + Education
Save the Bay*

As Director of Communications and Education at the active, pro-environmental group Save the Bay, Frederick is responsible for planning and managing the organization's communications and public education efforts. He handles regional and national news media contact, serves as reporter and editor of the organization's bimonthly newsletter, the Bay Bulletin, designs and writes external print communications pieces, writes and directs educational videos, and authors speeches and commentaries.

Prior to joining Save the Bay, Frederick worked in both management and creative capacities at advertising and public relations agencies including his own company. He also served a six-year tenure teaching high school History, English and Social Anthropology courses in New England private schools.

During his career, he has authored speeches, articles and essays, and lectured on a wide range of subjects. Frederick is a graduate of Brown U.

Jim McCluskey*Sequence Coordinator, U. of Oklahoma*

Jim's present position equates to Department Chairman of the Broadcast/Electronic Journalism area where he is an Assistant Professor of Journalism + Mass Communication.

Jim has 22 years of professional broadcast experience in news reporting, announcing and engineering, including eight years as a radio station group owner. His research area interests, publications and professional presentations include: virtual reality, computer software, HyperCard, and broadcasting and education. Jim is also currently consulting engineer for KNOR Radio/Norman, OK.

Jim received his B.G.S. and M.A. degrees from U. of Michigan, and is currently pursuing his doctorate at Kansas State U.

Vic Michaels*Operations Manager, WGAO-FM*

Vic is Operations Manager at WGAO-FM, the student station at Dean College in Massachusetts, and serves as an Assistant Professor of Communications at the college. In addition, he is the president and original founder of Southern New England's largest professional DJ service, aptly named The Vic Michaels Sound Company.

Besides his teaching and entrepreneurial pursuits, Vic has 15 years of professional radio experience in Providence, including his current position on-air at WPRO-FM.

Oedipus*Program Director, WBCN-FM/Boston*

Oedipus is responsible for 24-7 of live radio, including music, production, promotions, news, sports and announcers' delivery. Everything contributing to the overall station sound must first meet his creative standards. He gained notoriety by introducing Punk/New Wave to Boston and to the country. Named to the position of Program Director in 1981, Oedipus is a two-time Billboard and three-time Gavin Program Director of the Year recipient. He continues to host the acclaimed "Nocturnal Emissions", the longest-running new music show on radio (since 1977). Oedipus is a member of NACB's Advisory Board.

Philip Palombo*Assoc. Prof./ Communications
Rhode Island College*

Philip is an Associate Professor of Communications at Rhode Island College where he teaches several video production courses with an emphasis on electronic moviemaking and New Media. At RIC Philip is also the Managing Director of the Telecommunications Lab and faculty advisor for two student media organizations, RIC-TV and the Anchor, the college's student weekly newspaper. He co-authored, with Carl Hausman, Modern Video Production for HarperCollins and has served as editorial or technical consultant to other media textbooks and one mass-market title on Desktop Publishing (Doubleday). Frequent conference and professional workshop presenter on the topic of desktop and digital video, CD-ROM, multi-media production, interactive and future technologies.



Philip is also a principal and product manager in the Millis, MA-based company Abbate Video, Inc. Abbate is the developer of the VideoToolkit™ family of videotape logging, editing, and QuickTime moviemaking software for the Macintosh and Windows.

From 1985-1990 Philip was employed as Advertising Production Manager at Greater Media Cable in Worcester, MA, where he developed and managed the advertising sales division's production department. One of his innovations there was VideoPages™, a 24-hour animated Classified Advertising ad Promotions Channel. Philip also served as program director of R.I. CATV Corp./times mirror Corp. in Providence, RI from 1982-85.

Philip received a B.A. in Video Art from The Union of Experimenting Colleges + Universities in Yellow Springs, OH and his M.F.A. in Media from the Massachusetts College of Art in Boston.

William J. Roberts

Interactive Media Consultant, Educator and Inventor; Founder and President of MediaPedia Video Clips Inc. Media-Pedia Video Clips Inc. is a pioneering publisher of affordable multi-media clip art collections in videotape and CD-ROM formats. William has written for publications such as Videography, TV Technology and Multimediam and has spoken at many conferences including CD-ROM Home and Business World Expo and the CD-ROM Expo.

William received a B.F.A. from NYU Institute of Film and Television where he co-founded the NYU Media Coop and NYU Videotec and a Ed.M in Interactive Technology in Education from Harvard Graduate School of Education and has also studied at the M.I.T Media Lab.

Beth Robinson

Manager of Broadcast Operations, CBS Radio Networks

Beth is a member of the board of American Women in Radio and Television, New York City Chapter. In her current position with CBS Radio Networks, she oversees program production and distribution over 11 satellite channels to more than 600 affiliates nationwide, with an estimated audience reach of more than 34 million.

Beth is a former Adjunct Professor of Communications/Media Arts at Ramapo College of New Jersey, and The State University of New York, Rockland Community College.

Susan Rook

Reporter, CNN

Getting her start in TV in Fort Myers, Florida, Susan has been at CNN for seven years. Her most recent position involves hosting Talk Back Live. Susan was on the questioning panel for the third presidential debate in 1992. She has received numerous awards and an ACE nomination.

Susan is pursuing her Ph.D. at the Graduate Institute of Liberal Arts at Emory U., studying the media images as they influence society. She was one of the first persons to receive a B.A. in communications from George Mason U.

Henry Santoro

News and Features Director, WFNX-FM

Henry is currently the News and Features Director at WFNX 101.7 FM Boston's Alternative Rock station. His expansion of the typical 1 or 2 minute rock radio newscast to include interview features is famous. He has interviewed EVERYONE who is ANYONE.

Henry is also a featured writer for the *Boston Phoenix*. One of his most recent articles covered his experiences at Woodstock '94. It was there that Henry coined the description of Woodstock as the inmates taking over the asylum.

Not content to work a 70-hour work week, Henry recently joined the faculty of the Northeast Broadcasting School in Boston teaching Broadcast News.

And like all of us, Henry's roots are in college radio. He started his broadcasting career as a host for a punk rock show on Massachusetts Institute of Technology's radio station WMBR-FM.

Danny Schecter

Executive Producer, Globalvision, Inc.

Danny is the Vice President of Globalvision, Inc. and is the company's executive producer. His Globalvision TV segment work has appeared on PBS, MTV News, Fox, and Channel Four in England.



Danny created and produced the weekly, Emmy-award winning *South Africa Now* series, filling the void in coverage of the struggle against apartheid. In addition, he directed *Mandela in America*, a documentary which won the 1991 award of the National Association of Black Journalists.

Prior to founding Globalvision in 1987, Danny spent eight years as an ABC News producer with 20/20. He was known for his hard-hitting investigative stories and popular culture segments, winning numerous distinctions including two National News Emmys.

His other credits include producing stories for CNN, reporting for WBCN-FM/Boston, and seven years as the station's News Director. While at WBCN-FM/Boston, Danny earned the nickname "The News Dissector." His radio reporting was recognized with a Nieman Fellowship in Journalism at Harvard.

Danny is a graduate of Cornell University and received a Master's Degree from the London School of Economics.

Dirk Smillie

Research, Media Studies Center

Dirk is a member of the Research Group at the Media Studies Center, Columbia U., the nation's largest media think tank, where he is also special assistant to the Center's Executive Director. He is the editor of two books and was formerly a wire service reporter and technical editor. He has written issues on media for the *Christian Science Monitor*, *San Francisco Chronicle*, *San Francisco* magazine and other publications. Formerly a Coro fellow in Public Affairs in New York and Washington, D. C. He is the author of five studies published in 1992 on media coverage of the Presidential race, writing on the role of talk shows, MTV and youth media in the '92 campaign.

Troy "Boy Troy" Smith

Music Director, WFNX-FM

"Boy Troy" was recently promoted to Music Director of WFNX-FM/Boston. His previous positions at the station include Public Service Director and most recently Production Director. Prior to 'FNX, Boy Troy was a disc jockey and worked on image production at WPXC in Hyannis, Massachusetts. He also was the Associate News Director at WOMR in Providence, R.I.

Having made multiple appearances in the national trade publication *Radio and Production's* "The Cassette," Boy Troy got his start in commercial radio over 12 years ago after serving as Production Director for WXCI at Western Connecticut State U.

Donna Sprague

Talk Show Host WDIS-1170 AM

After six years behind the microphone, Donna is admittedly addicted to the power of talk radio, and believes it is the ultimate open forum for opinions. She has worked extensively in talk radio throughout southeastern New England. In addition to her confrontations over the airwaves, Donna writes a weekly column "This Too Shall Pass" in the North Attleboro Free Press.

Sharon Steinbach

Senior Editor/Club Editor, CVC Report

As part of CVC Report since 1984, Sharon has witnessed first-hand the evolving trends and growth of music video, and the medium's impact on the music and broadcasting industries. Her position requires ongoing communication with all sectors of the music video industry—record labels, video pools, VJs, broadcast and cable TV programmers and production companies.

Prior to joining CVC Report, Sharon's background included staff positions at two top New York City recording studios (Media-Sound and Sigma) and at a major label (Arista), in addition to working in the areas of concert booking and artist management.

Cary Tepper

Communications Attorney

Meyer, Fallor, Weisman + Rosenberg

Cary has served as NACB's communications legal counsel for the past five years. He graduated from Hofstra U. in 1980 with a B.A. in Broadcast Journalism. In 1985, Cary earned his law degree from the Washington College of Law at The American University. Since 1985, Cary has been practicing communications, entertainment and trademark law in the Washington, D.C. area. Cary's law practice includes the representation of commercial radio and television stations throughout the country.

Steven V. Tringali

Rampion Visual Productions

Steve has been working in the film and



video business for the past 26 years as a producer, director and cinematographer. As a partner at Rampion Visual Productions in Boston, Steve established a computer division to implement current desktop technology into production work. Such work involves, 2D and 3D animation, non-linear digital video editing and multimedia creation including linear and interactive presentations. In addition, Steve has been on the faculty of Emerson College in Boston, and has acted as a conference speaker at Boston University and MacWorld EXPO.

Kurt St. Thomas

Program Director, WFNX-FM

Moving up from the ranks of Music Director, Kurt is the newly appointed PD for WFNX-FM/Boston — aside from being the station's evening drive DJ. Not to forget, Kurt has also served as the station's Production Director. Before coming to Boston, Kurt did morning drive and image production at WGIR/Manchester, NH, and is a former DJ for WAQX/Syracuse, NY.

Kurt began his radio career at Ashland U. where he was Program Director at WRDL-FM.

Holland Wilde

East Coast Creative

Holland started his one-man design company, East Coast Creative, for one reason — people are more inclined to return phone calls when a company name is attached.

He has been awarded numerous design awards, and was recently elected Town Meeting Member for his home town of Winthrop, MA. Holland has taught at several universities including: Tufts U., Wheaton College, and Kendall School of Design. He would like us to know that while his design experience ranges far beyond the boundaries of television, he remains one of the tallest broadcast designers in the United States today.

Holland received his MFA in scenery and costume design for the theatre from Southern Methodist University in 1983. In addition, he serves on the board of directors for the Broadcast Designer's Association.

George Zarr

Managing Director

American Chamber Opera Company

George is an award-winning composer,

writer and radio producer/director. His concerto Reception for Steel Drum and Orchestra received a citation from NYC Mayor David Dinkins and was premiered in fall 1993 by the Columbus Pro Musica featuring Windham Hill jazz recording artist Andy Narell. It is slated for broadcast on NPR's Performance Today. George is currently composing a suite of quintets for strings. For stage, he co-wrote the comedy Kiss My Face With Bullets, wrote the score and co-directed Mac Wellman's Dracula at the Classic Stage Company, co-wrote and composed original music for the Shubert 70th Anniversary Gala in New Haven, CT, and is presently composer and co-librettist of the musical Naming Jo. He has either written, directed or produced over 80 radio programs as co-founder of the radio companies ZPPR Productions and Exit 3 Productions. These include two NPR-distributed series, Visit New Grimston, Anyway, and Little Chills, recently acquired by NYC's Museum of Television and Radio for its permanent collection. Among George's honors are the Grand Prize in the New York Songwriters Competition, and awards from the American Song Festival, the Music City Song Festival, the International Radio Festival, the National Broadcasting Society/AERho, and the National Federation of Community Broadcasters. Besides his current position, he is a member of the Dramatists Guild.

Sue Zizza

Executive Producer

"The Radio Works", WRHU-FM

Sue is one of the co-founders of the Hofstra Radio Theater Players. She is the host and Executive Producer of "The Radio Works", an audio theater anthology series heard on more than 75 public radio stations nationally. Sue is an accomplished director, producer and sound effects artist. This last year she has done two major projects for public distribution: the Midwest Radio Theater Workshop (where she was Sound Effects Director) and New Generation radio (where she was a live mixing engineer). Sue has been producing audio theater for more than a decade and has produced over 25 radio plays. Among those groups who have honored Sue's work are NFCB, AERho/NBS and The Gabriels.



NACB was founded in 1988 in order to fulfill perceived needs in the student electronic media community by opening the channels of communication between student radio and TV stations.

NACB provides its members many services which parallel those that their professional counterparts receive. NACB organizes a National, and several regional, conferences; publishes College Broadcaster, the only trade magazine geared to the student electronic media community; produces the NACB Station Handbook, the most comprehensive annual handbook for student radio and TV station operations; and operates U Network, the first student-produced, national satellite TV network. NACB thus allows student stations to focus their efforts on more creative tasks and saves them from having to address problems already solved by other stations.*

Other general services of NACB include:

Member Support Services Free aid from NACB staff and member stations range from support letters to referrals to stations who have dealt with similar problems. Our professional legal and engineering counsels are also only a phone call away. In addition, NACB represents members on a national and local issues affecting student media.

NACB Listserv For the latest information on FCC rulings to hundreds of listings of jobs, internships and awards available to students, just log on! Or share ideas with other student stations across the nation.

College Radio Cooperative Student radio stations can earn up to thousands of dollars annually from this underwriting venture with The Interep Radio Store. We bring national advertisers and promotions to stations through FCC-legal, non-commercial student radio.

Radio ratings Discounted Arbitron ratings to non-commercial student radio.

Other services NACB members can obtain NAB publications at the member rate without paying NAB dues.

NACB offers a wide range of services and benefits to interested individuals and institutions. There are five types of members: Station Membership (\$75 per year); Department Membership (\$75 per year); Professional Membership (\$30 per year); Faculty Membership (\$20 per year); Student Membership (\$20 per year).

More information on NACB, its services and membership is available by visiting the NACB booth at the National or by calling or writing NACB at any time:

71 George Street, Providence, RI
02912-1824 USA
phone 401-863-2225 (fax -2221)
email NACB@aol.com

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STUDENT STAFF**

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Book Printing *Beacon Press*

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Amblin Entertainment, Apple Computers, Brown University, Foundations of the Milken Families, Home Box Office, The Interrep Radio Store, Lucasfilm, Ltd., MTV Networks, NATPE International, National Association of Broadcasters, National Broadcasting Company, Inc., N.S. Bienstock, Inc., Pels Foundation, The Skirball Foundation, SONY Corporation of America



For your dining and drinking pleasure, we have prepared a list of some establishments we like — for the quality of their consumables, atmosphere, and good taste in advertising. All are a short distance from downtown or the east side.

THAYER STREET—BROWN UNIVERSITY**Andreas**

This Greek restaurant features shish-kabobs, souvlaki, Athenian salads and all the other specialties you'd expect. 268 Thayer Street, 331-7879. Bar

Montana's

"South of the border" cuisine close to campus. 272 Thayer Street, 273-RIBS. Bar

WICKENDEN STREET—SOUTH MAIN STREET**Coffee Caffe**

Best coffee around, and they'll be brewing well before you're awake for the first seminar slot. 257 S. Main Street. 421-0787.

Fellini Cafe + Pizzeria

Pizza to die for! 166 Wickenden St. 751-6737.

DOWNTOWN—BILTMORE**Cafe Plaza**

Can you believe? Tasty appetizers, lunches, AND evening entertainment, right next door. 99 Kennedy Plaza. 621-8213. Bar.

Spaghetti Warehouse

Possibly the largest restaurant in Rhode Island, you will find Italian fare and be seated in a highly-stylized interior. Check it out. One Leland Street (in the Foundry Complex) 454-7555. Bar.

Subway

Yes, the famous submarine sandwich chain is in Providence too. The one at 55 Eddy Street is close to the Biltmore. 751-9590.

McDonald's

Those golden arches just keep calling. Look for them directly across from the RICC at 132 Fountain Street.



After a full day of panels, information immersion, and networking galore, you deserve a fun night out. We KNOW you're going to be at the Awards on Saturday night at the convention center ballroom, but that still leaves a few evenings free to frolic. Two weekly arts newspapers, *The Providence Phoenix* and *The Nice Paper*, are good entertainment sources. Free copies can be found in the doorways of most local businesses. Also here is a list, which is far from exhaustive, of some places to check out.

EAST SIDE OF PROVIDENCE

UFVA Student Festival/ RISD Auditorium

Friday only! Organized by the UFVA as part of the festival's international, this free screening of student-produced films from the U.S. and abroad begins at 7:30pm. 17 Canal St.

The Underground

Cheap beer, free popcorn, darts, sometimes bands. Faunce House, Brown U., 863-2799.

Fellini Cafe + Pizzeria

Open late, this hangout is a good place to people watch while eating a slice, and sipping a cappuccino. 166 Wickenden Street, 751-6737.

DOWNTOWN PROVIDENCE

Club Babyhead

Alternative bands most every night. 73 Richmond Street, 421-7170.

Lupo's

Another hip club to listen to some music and grab a brew. Westminster Street, 272-5876.

Sportman's Inn + Pub

The new hot spot for sports enthusiasts, serving food until 2am. Fountain Street.

The Strand

A newer place in town, this club often has djs spin music, and sometimes has live bands. Washington Street, 272-8900.

LOCAL NECESSITIES

There are many other local businesses/services you might want to check out.

But a few include:

Brown Bookstore, Thayer Street

From cards and books to Brown sweatshirts and souvenirs, this place is a full-fledged college bookstore worth visiting before you leave.

Omni Biltmore Hotel, Kennedy Plaza

One of the host hotels for the conference attendees, this place sports Stanford's, a classy, medium-priced restaurant right in the lobby.

Thrifty Car Rental

They offer reasonable rates for quality cars...1-800-367-2277 or locally 739-8660.



OTHER ASSOCIATIONS

Black College Radio

The 17th Annual Black College Radio Convention will be held in Atlanta April 14-15, '95. All college stations — especially urban music departments — will find it useful.

CONTRIBUTORS

Though the rest of these don't easily fit into a category, they're important to us, and deserve recognition. Many of them came to the conference because they have a message to convey to you here in our pages.

A&E Network/ History TV

The Arts & Entertainment cable network has taken off from its renowned documentary programming by launching History TV among many other great additions.

BMI

This is a music licensing organization which logs college station airplay. To find out more about BMI call 212-586-2000.

CNBC/ America's Talking

Comedy Central

It's a bird, it's a plane...no, it's America's only all comedy cable TV network.

Europe Underground

Imported weekly from Holland, Europe Underground is a cutting edge, alternative college radio show. Listeners receive two hours of the latest news, trends, lifestyle tips and the hottest music and stars in Europe. 214-444-2525.

HBO

HBO is comedy, sports, movies, original programming, and a heck of a lot more. HBO also owns and operates the Cinemax cable network, as well as part-time interest in Comedy Central.

MTV

The music video cable network that has diversified into "Real World", "Beavis and Butthead" and much more. It is also currently airing NACB's "Support Your Area Student Stations" PSA.

SPIN

You know SPIN magazine, the major new music and culture publication. But the SPIN Radio Network is a weekly half-hour of the best of SPIN available on more than 250 college stations. To add it to your station's programming, call 612-338-2211.

TNT

Turner Network Television is the cable network featuring classic films, sports specials and much more.

EUROPE UNDERGROUND

The new syndicated program for student stations featuring new music, artistic interviews, insider lifestyle and entertainment information, and much more - all from Europe.

HOSTS THE NATIONAL '94 CLOSING PARTY

Open And Free To All National Attendees

Party and mingle with your fellow student broadcasters at a state of the art music video dance party featuring cool grooves from Europe and America.

SATURDAY, NOVEMBER 12TH 10PM - 2AM

THE HOLIDAY INN BALLROOM

Be sure to come by after the NACB National College Radio & TV Programming Awards. The Holiday Inn is only one block away from the Convention Center.

For more information regarding "Europe Underground," call Glenn Gutmacher at 1-800-783-4237 EXT. 314.

A&E Networks
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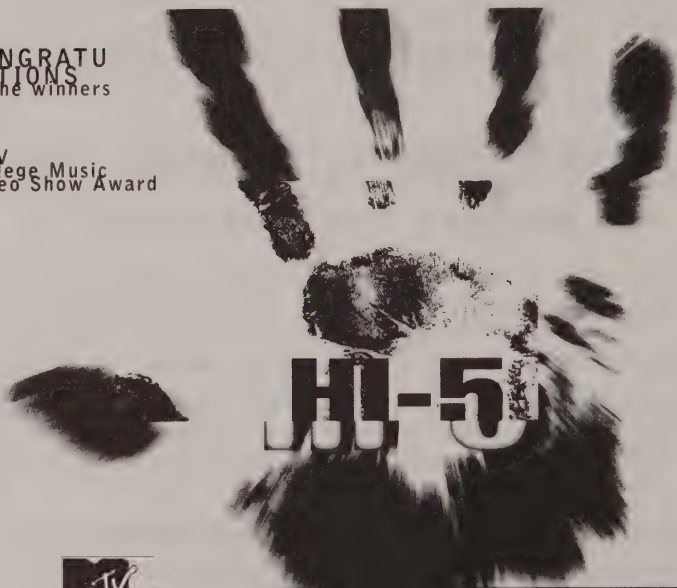
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**CONGRATU
 LATIONS**
 to the winners

MTV
 College Music
 Video Show Award



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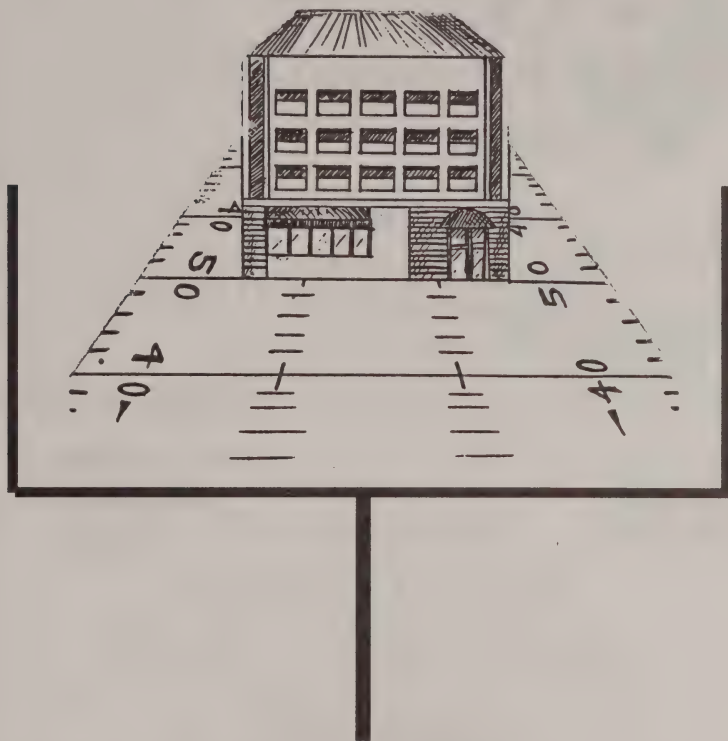
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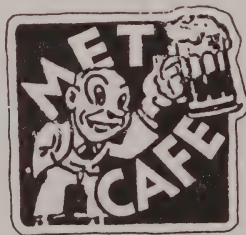
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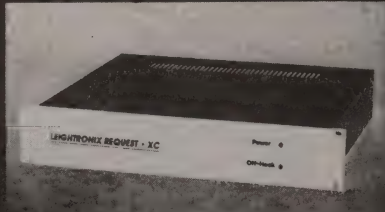
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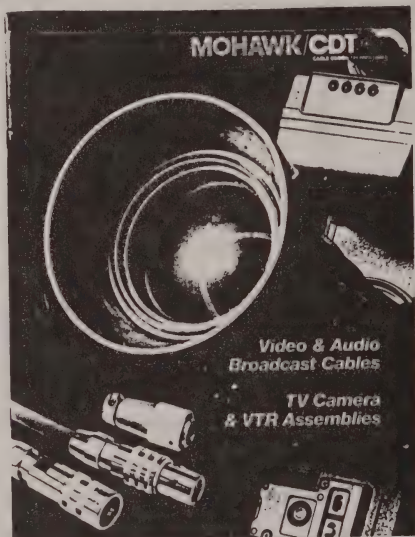
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~ For all NACB attendees — we wish you success with your future endeavors. ~

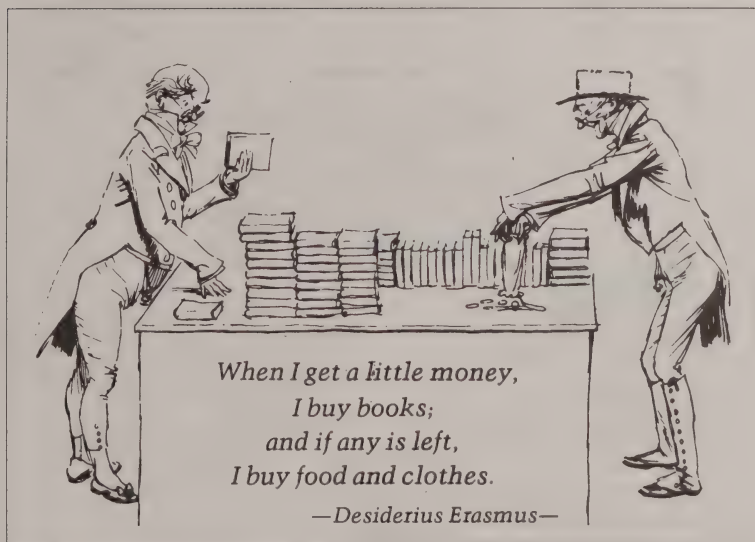


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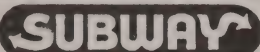
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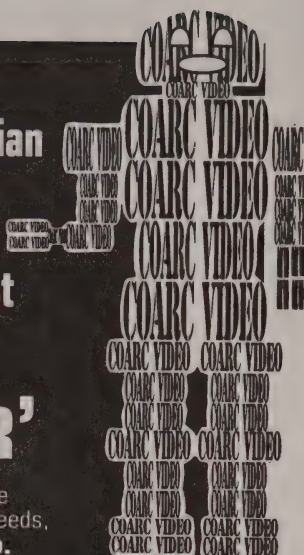
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